

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### **Gorell Enterprises, Inc.**

#### **Catalyst Connection**

#### **Improving Web Site Visibility**

##### **Client Profile:**

Gorell Windows and Doors manufactures vinyl windows for replacement and new-construction applications, as well as patio doors and aluminum storm windows and doors. Located in Indiana, Pennsylvania, Gorell markets its products through a network of dealers and distributors. The company currently employs 120 people.

##### **Situation:**

Gorell is one of the most innovative and fastest-growing window and door manufacturers in North America and is consistently recognized for its high product quality and excellent customer service. Recently, Gorell required assistance to improve the company's web site visibility with the major search engines and, in turn, increase the amount of web site traffic. Gorell also wanted to gain a better understanding of how search engines and directories worked and learn how to properly optimize its web site to be indexed by and perform well with the major search engines. Catalyst Connection, a NIST MEP network affiliate, was contracted to provide Gorell with a combination of Search Engine Optimization (SEO) and web site assessment and assistance.

##### **Solution:**

Working with the Gorell team, a Catalyst Connection advisor assessed three of the company's web sites using Web Position Gold software. Training also was provided so that Gorell could better understand SEO and its methodology. As such, Gorell learned how to interpret SEO data, identify keywords for better placement, develop relevancy for each page of the web site as well as a good in-bound link campaign, and address technical issues (layout, codes, properties, site structure, text navigation and site map).

##### **Results:**

- \* Produced a savings of \$20,000.
- \* Increased Web site traffic and qualified sales leads.

##### **Testimonial:**

"We are very pleased with the results we have seen since the start of our work with Catalyst Connection. Your training and explanations were exactly the kind of information we were looking for. Thanks to your expert advisor we are able to plan, implement and monitor our own search engine marketing program, and Gorell has seen a definite increase in the number of leads we receive from the Web due to our search engine marketing program. These leads are a great benefit to our dealers because in most cases they are people who are ready to make a purchase."

Scott Williams, E-Business and Web Manager

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field